

TechSoup.org



FULL SURVEY RESULTS
CONTENT SUPPORT FOR PRODUCTS SURVEY

RESULTS COMPILED BY MALIN COLERIDGE

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07/25/06

Content Support for Products

The survey ran on TechSoup from June 5th to July 5th 2006. There were a total of 447 respondents that started the survey but only 315 completed it. The purpose of the survey was to get an understanding of how TechSoup users use TechSoup within their product acquisition, implementation and post-implementation phases.

Baseline Questions

On every survey we ask these baseline questions. This gives us an understanding of who is taking our survey and provides us an opportunity to compare the respondent pool across surveys.

As with previous surveys, IT managers and Executive Directors participated at the highest rates with 29.6% of respondents holding these positions. High level managers (Executive Directors, CEO/CFO/President/COO and Board members) also represent a high level participation with 24.9% of survey respondents falling into this category.

1. What is your primary position in your organization?

Respondents: 447

Primary Position	%	Responses
IT Manager	16.8%	75
Executive Director	12.8%	57
CEO/CFO/President/COO/CIO	8.7%	40
Jack/Jill-of-all-trades	7.4%	34
Administrative assistant	6.3%	28
Fundraising/Outreach	6%	27
Tech Admin	5.6%	25
Board Member	3.4%	15
Finance	3.4%	15
Operations	2.9%	13
Consultant	2.9%	13
Marketing	2.7%	12
Volunteer	2.7%	12
Program officer	2%	9
Assistant Director	1.6%	7
Teacher/Instructor	1.1%	5
Librarian	.2%	1
Other	13.6%	61

2. What is your organization's yearly budget? (in U.S. Dollars)

All Respondents: 447

The largest budget grouping on this survey were organizations with budgets below \$100,000. As with previous surveys, the majority of respondents come from organizations with budgets below \$1 million with 65.6% of respondents reporting this budget size.

Organizational budget	%	Responses
None – all volunteer	6.7%	30
Below \$100,000	16.8%	75
\$100,000 - \$250,000	12.3%	55
\$250,000 - \$500,000	15%	67
\$500,000 - \$1 Million	14.8%	66
\$1 – 2 Million	12.3%	55
\$2 – 5 Million	9.8%	44
Over \$5 Million	12.3%	101
Don't Know	4.5%	48

3. Choose the category that best describes the organization you work for?

All Respondents: 447

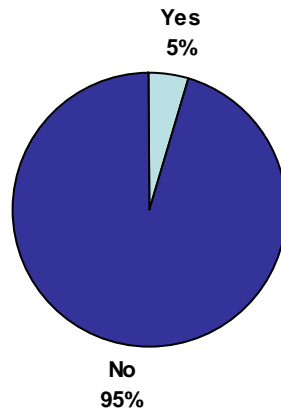
The top categories were Human Services, Education and Arts Culture and Humanities. This is consistent with previous surveys.

Organization category	%	Responses
Human services – multipurpose and other	18.6%	83
Education	11.4%	51
Arts, culture and humanities	9.8%	44
Health	6.3%	28
Religion related, spiritual development	1.6%	7
Community improvement, capacity building	7.6%	34
Public society benefit – multipurpose and other	2.7%	12
Animal-related	2.2%	10
Youth development	4.9%	22
Housing, shelter	4.7%	21
Environmental quality, protection and beautification.	5.6%	25
Civil rights, social action and advocacy	4.3%	19
Philanthropy, voluntarism and grantmaking foundations.	1.8%	8
Employment, job-related	1.3%	6
Diseases, disorders, medical disciplines	3.1%	14
Mental health, crisis intervention	2.5%	11
Mutual/membership benefit organizations, other	1.6%	7
Food, agriculture, and nutrition	.9%	4
International, foreign affairs and national security.	.4%	2
Public safety	.7%	3
Recreation, sports, leisure, athletics	2%	9
Science and technology research institutes and services.	0%	0
Crime, legal related	.4%	2
Social science research institutes and services.	.2%	1
Medical Research	.2%	1
Not applicable	2%	9
Unknown	.2%	4

4. Do you work for an organization or consultancy outside the United States?

Respondents: 447

A full 5% of respondents were from outside the United States. 3% of all respondents were from Canada. Also not surprisingly, all of the countries represented have English as their official language. This however has not always been the case in previous surveys.



5. You have indicated that you work for an organization outside the United States. Where are you located?

All Respondents: 22

Country	%	Responses
Canada	3%	14
United Kingdom	.6%	3
Australia	.6%	3
Liberia	.2%	1
Cameroon	.2%	1

The percentages reflected in this table are based upon the responses of 22 respondents that answered this question out of 447 total respondents.

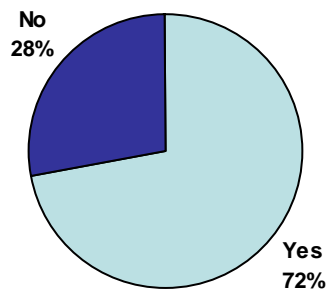
6. How did you first find out about TechSoup?
 All Respondents: 442

49.1% of respondents found out about TechSoup through a colleague or friend. 17% of respondents found out about TechSoup through a search on the web. 11.1% of these respondents were searching for product. This is consistent with our survey on My TechSoup members that suggests that product is the initial draw to TechSoup.

How did first find out about TechSoup	%	Responses
Through a colleague or business associate	43.7%	193
By following a link on another Web site	18.1%	80
Doing a search on the web for inexpensive software.	11.1%	49
Searching the web for troubleshooting tips for a technical problem on the Internet.	5.9%	26
Through a friend	5.4%	24
E-mail list	5%	22
Conference	3.6%	16
TechSoup Stock Catalog	3.6%	16
Newsletter	2.7%	12

7. Have you requested a product donation from TechSoup Stock
 All Respondents: 442

72% of respondents have requested a product donation from TechSoup Stock



8. You have indicated that you have not requested a donation from TechSoup Stock. Why not?
Total Respondents: 125

9.8% of all respondents were not aware that a donation program existed. Given that these survey respondents are core TechSoup users that have been recruited through By the Cup mainly. Only 6.7% of respondents are not eligible for a donation.

Not requested a donation from TSS	%	Responses
Not aware that a product donation program existed	9.8%	44
Not eligible for product donations	6.7%	30
Not ready	5.6%	25
No need	7.3%	9
New to TechSoup	6.5%	8
Don't know/handled by someone else	6.5%	8

The percentages reflected in this table are based upon the responses of 125 respondents that answered this question out of 442 total respondents.

9. You have indicated that you have requested a donation from TechSoup Stock. How many TechSoup Stock product donations do you receive per year?
Total Respondents: 313

59% of all survey respondents request 5 or less product donations.

Product Donations	%	Responses
1 -2	33%	149
3 – 5	26%	117
6 – 10	6.2%	28
More than 10	4.3%	19

The percentages reflected in this table are based upon the responses of 313 respondents that answered this question out of 442 total respondents.

10. How do you typically find out about TechSoup Stock’s product offerings?

Total Respondents: 317

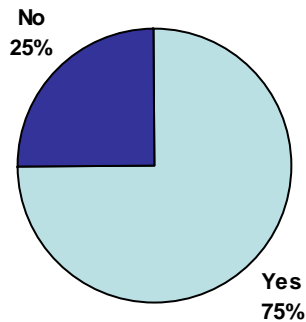
28.4% of respondents find out about TechSoup Stock’s product offerings through the Web site. Only 8.5% of respondents find out about TechSoup stock’s product offerings through the TechSoup Stock catalog.

Find out about TechSoup Stock Product offerings.	%	Responses
TechSoup Web site	28.4%	127
TechSoup By the Cup e-newsletter	26.6%	119
TechSoup Stock New Product Alert e-newsletter	9.8%	44
TechSoup Stock Catalog	6%	27

11. Have you used TechSoup articles, worksheets and/or NPO stories to assist you with your technology purchases?

Total respondents: 318

The vast majority do use TechSoup content for product research.



12. You have indicated that you have not used TechSoup articles, worksheets and/or nonprofit stories to assist you with your technology purchases. Why not?

Total respondents: 80

11% of respondents said that they were not aware that it existed. Another 6.9% said that it was not needed because either the purchasing research was done elsewhere or the decision had already been made prior to coming to TechSoup.

Why not used TechSoup articles, worksheets and nonprofit stories in purchases	%	Responses
Not aware that such content existed	11%	36
Not needed – purchasing research done elsewhere or purchasing decision already decided	6.9%	22
There was not the breadth of product information that I needed	3.5%	11
The information had too much technical detail to be helpful.	1.9%	6
The information was too technically simplistic. It did not provide me with enough technical detail to be helpful.	1.6%	5

The percentages reflected in this table are based upon the responses of 80 respondents that answered this question out of 318 total respondents.

13. You have indicated that you have used Techsoup articles, worksheets and/or nonprofit stories to assist you with your technology purchases. How have you used TechSoup content to assist you with your technology purchases? Select as many as apply

Total respondents: 238

64% of respondents researched and read comparisons on different products on TechSoup. Over 50% of respondents reported that they read nonprofit stories on how different organizations utilized technology. This is a bit puzzling. According to Web site tracking, nonprofit stories rarely appear in the Top 50 articles. Nonprofit stories also receive significantly less visitor sessions than articles.

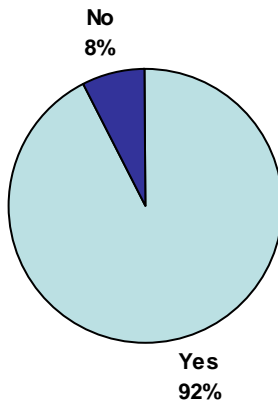
	%	Responses
Researched and read comparisons on different products on TechSoup.	64%	202
Read nonprofit stories on how different organizations utilized the technology.	38%	122
Sought product advice in the forums	26%	84
Downloaded worksheets that assisted with technology purchasing information.	23%	74
Other	1.3%	4

The percentages reflected in this table are based upon the responses of 238 respondents that answered this question out of 318 total respondents.

14. Was the information adequate for your needs?

Total respondents: 238

A resounding 92% of respondents found the information adequate for their needs.



15. You have indicated that the information was not adequate for your needs. How was it inadequate? Please select the statements you agree with.

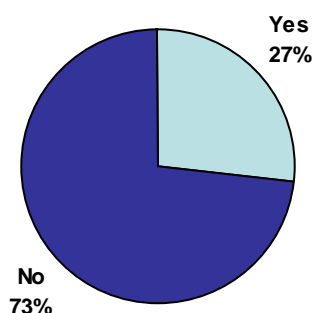
Total respondents: 18

Of those that did not find the information adequate, the main complaint was that the information did not have the breadth and it did not have enough technical detail.

How was product information inadequate?	%	Responses
There was not the breadth of product information that I needed	4.4%	14
The information was too technically simplistic. It did not provide me with enough technical detail to be helpful.	55.6%	10
Read product comparisons on other Web sites and/or wikis	11%	2
The information had too much technical detail to be helpful.	5.6%	1
Other	11%	2

16. Once you received your product from TechSoup Stock, did you use TechSoup articles, nonprofit stories, worksheets and/or forms to assist you with product implementation?
 Total respondents: 315

Once respondents received their product, they did not use TechSoup content for implementation.



17. You have indicated that you have not used TechSoup articles, worksheets and/or NPO stories to assist you with product implementation. Why not? Select as many as apply.
 Total respondents: 230

25% of respondents reported that they did not need any implementation information. Another 29% said that they were not aware that it existed.

Why not used product implementation information	%	Responses
Didn't need it	25%	113
Not aware that such content existed	29%	91
There was not the breadth of product information that I needed	7.6%	24
The information was too technically simplistic. It did not provide me with enough technical detail to be helpful.	4.8%	15
The information had too much technical detail to be helpful.	.9%	3

The percentages reflected in this table are based upon the responses of 230 respondents that answered this question out of 315 total respondents.

18. You have indicated that you have used TechSoup articles, worksheets and/or nonprofit stories to assist you with product implementation. Select as many as apply
 Total respondents: 85

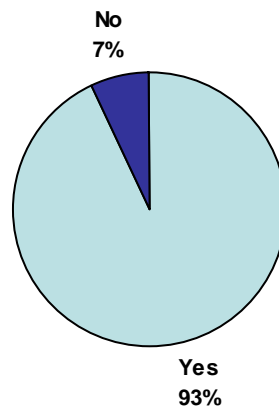
19% of survey respondents read articles that explained how to implement a particular product.
 13.9% of respondents read a forums posting on product implementation.

How did you use TechSoup articles, worksheets and/or nonprofit stories in your implementation.	%	Responses
Read articles that explained how to implement a particular product.	19%	60
Read a forums posting on product implementation.	13.9%	44
Downloaded a worksheet to assist with implementation	9.2%	29
Posted a question to the forums.	3.5%	11

The percentages reflected in this table are based upon the responses of 85 respondents that answered this question out of 315 total respondents.

19. You have indicated that you have used TechSoup articles, nonprofit stories, worksheets and/or forums to assist you with implementing product. Was the information adequate for your needs?
 Total respondents: 85

Of those that did use TechSoup content for implementation 93% were satisfied.

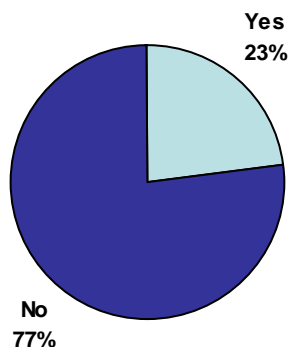


20. You have indicated that TechSoup implementation content was not adequate for your needs. Please select the statements you agree with. Select as many as apply
 Total Respondents: 7

How was implementation information inadequate?	%	Responses
The information had too much technical detail to be helpful.	0%	0
The information was too technically simplistic. It did not provide me with enough technical detail to be helpful.	1.3%	4
There was not the breadth of product information that I needed to implement the product.	.6%	2
Other	.9%	3

21. Have you used TechSoup articles, nonprofit stories, worksheets and/or forums to troubleshoot and maintain products that you have ordered from TechSoup Stock?
 Total respondents: 315

Only 23% of survey respondents have used TechSoup content to troubleshoot and maintain products.



22. You have indicated that you have not used TechSoup articles, worksheets and/or NPO stories and/or forums to assist you with troubleshooting and maintenance. Why not?
 Total respondents: 240

The main reason reported by respondents for not using TechSoup articles, worksheets and nonprofit stories was that it was not needed. Only 33% of them indicated that they were not aware that such content existed.

Why not used troubleshoot and maintenance	%	Responses
Not needed	41.3%	130
Not aware that such content existed	25%	79
There was not the breadth of product information that I needed	6.3%	20
The information was too technically simplistic. It did not provide me with enough technical detail to be helpful.	2.9%	9
The information had too much technical detail to be helpful.	.6%	2

The percentages reflected in this table are based upon the responses of 240 respondents that answered this question out of 315 total respondents.

23. You have indicated that you have used TechSoup articles, nonprofit stories, worksheets and forums to troubleshoot and maintain products. What did you do on TechSoup?

Total respondents: 72

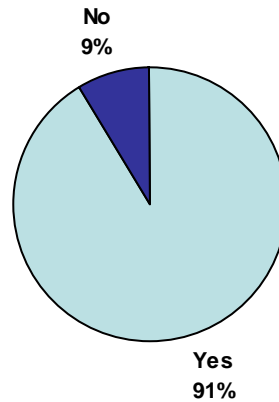
16.8% of all respondents read articles that explained how to maintain and troubleshoot products. 14% read a forums posting on product implementation.

	%	Responses
Read articles that explained how to maintain and troubleshoot products.	16.8%	53
Read a forums posting on product implementation.	14%	44
Downloaded a worksheet to assist with implementation	4.1%	13
Posted a question to the forums.	4.7%	15

The percentages reflected in this table are based upon the responses of 72 respondents out of 318 total respondents.

24. Was the information adequate for your needs?
 Total respondents: 70

The majority were satisfied with the content. The sample size is too small to make any larger conclusions.



25. You have indicated that TechSoup content was not adequate for your troubleshooting and maintenance needs. How was it inadequate? Please select the statement you agree with.
 Total respondents: 7

The main complaint by respondents about the troubleshooting and maintenance content was that it did not have the breadth of product information. However, since there are only 7 respondents it is not possible to make any real conclusions.

How was the troubleshooting and maintenance information inadequate?	%	Responses
The information had too much technical detail to be helpful.	11.1%	1
The information was too technically simplistic. It did not provide me with enough technical detail to be helpful.	22.2%	2
There was not the breadth of product information that I needed to implement the product.	33.3%	3
Other	33.3%	2